POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
TEXAS	16,986,510	20,851,820	22,086,674	24,136,357
MEDIAN AGE (YRS)		32.4	33.1	34.3
HISPANICS (ANY RACE)		6,669,666	7,215,014	8,150,690
STATE'S PERCENTAGE		31.99%	32.67%	33.77%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		14,799,505	15,595,886	16,920,318
STATE'S PERCENTAGE		70.97	70.61	70.10
MEDIAN AGE (YRS)		35.1	35.8	37.0
BLACK/AFRICAN-AMERICAN		2,404,566	2,541,061	2,729,462
STATE'S PERCENTAGE		11.53	11.50	11.31
MEDIAN AGE (YRS)		29.8	30.4	31.4
AMERICAN INDIAN/NATIVE		118,362	133,167	157,899
STATE'S PERCENTAGE		0.57	0.60	0.65
MEDIAN AGE (YRS)		30.0	29.6	29.2
ASIAN		562,319	631,843	745,572
STATE'S PERCENTAGE		2.70	2.86	3.09
MEDIAN AGE (YRS)		31.5	32.6	35.1
HAWAII/PACIFIC ISLANDER		14,434	15,474	18,216
STATE'S PERCENTAGE		0.07	0.07	0.08
MEDIAN AGE (YRS)		26.9	26.6	26.7
OTHER		2,438,001	2,617,817	2,938,426
STATE'S PERCENTAGE		11.69	11.85	12.17
MEDIAN AGE (YRS)		24.4	25.5	27.1
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN			6,277,487	6,653,614
SUBURBAN			11,523,399	12,799,831
RURAL			4,285,788	4,682,912

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch** 

TEVAC	. EVE		TIID	
TEXAS	S: EXI	ENU	IIUK	ES

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$44,909		
	, ,		
PER CAPITA	\$21,994		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$320,017,019,000	\$426,200,244,000	33.18%
FOOD AT HOME TOTAL	\$38,688,617,600	\$46,818,444,500	21.01%
FOOD AWAY FROM HOME TOTAL	\$34,276,394,900	\$44,934,885,100	31.10%
FOOD AS % OF TOTAL EXPENDITURES	22.80%	21.53%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$8,445,760,100	\$10,320,877,000	22.20%
FISH & SEAFOOD PRODUCTS	\$849,449,200	\$1,019,122,500	19.97%
FRUITS & VEGETABLES	\$4,557,416,700	\$5,419,186,600	18.91%
DAIRY PRODUCTS	\$4,199,038,500	\$5,054,491,000	20.37%
BAKERY PRODUCTS	\$4,027,285,800	\$4,726,904,800	17.37%
CEREALS & PRODUCTS	\$2,103,915,400	\$2,615,327,600	24.31%
PREPARED FOODS	\$5,810,480,000	\$7,076,638,000	21.79%
JUICES	\$1,137,076,000	\$1,363,769,300	19.94%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$2,411,823,300 \$1,166,151,500 \$1,245,671,800	\$3,487,328,500 \$1,634,023,600 \$1,853,305,000	44.59% 40.12% 48.78%
LUNCH FAST FOOD FULL SERVICE	\$8,421,595,500 \$5,279,987,100 \$3,141,608,400	\$10,973,393,900 \$6,698,741,200 \$4,274,652,700	30.30% 26.87% 36.07%
DINNER FAST FOOD FULL SERVICE	\$12,404,667,200 \$5,080,542,800 \$7,324,124,400	\$16,567,317,000 \$6,485,347,400 \$10,081,969,600	33.56% 27.65% 37.65%

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch** 

## Transportation and Marketing

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,078	\$1,205	11.78%
POULTRY	\$327	\$367	12.23%
EGGS	\$58	\$63	8.62%
FISH & SEAFOOD			
FRESH	\$62	\$67	8.06%
FROZEN	\$29	\$34	17.24%
CANNED	\$17	\$18	5.88%
FRUITS / VEGETABLES			
FRESH	\$407	\$447	9.83%
CANNED	\$85	\$95	11.76%
FROZEN	\$63	\$65	3.17%
OTHER	\$27	\$25	-7.41%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$170	\$185	8.82%
CHEESE	\$139	\$147	5.76%
ICE CREAM	\$84	\$92	9.52%
BUTTER / MARGARINE	\$38	\$47	23.68%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$402	\$433	7.71%
COOKIES	\$75	\$79	5.33%
CRACKERS	\$37	\$40	8.11%
CEREALS & PRODUCTS			
CEREALS	\$138	\$148	7.25%
PASTA PRODUCTS	\$48	\$56	16.67%
FLOUR & MIXES	\$42	\$51	21.43%
RICE	\$41	\$50	21.95%
PREPARED FOODS			
SNACKS/CHIPS	\$122	\$143	17.21%
JUICES	\$145	\$159	9.66%
FROZEN/PREP. OTHER	\$93	\$109	17.20%
SOUPS	\$59	\$69	16.95%
SAUCES & GRAVIES	\$58	\$58	0.00%
BABY FOOD	\$51	\$56	9.80%
FROZEN MEALS	\$43	\$49	13.95%
NUTS	\$29	\$31	6.90%
SALADS	\$24	\$29	20.83%

SOURCES: USDA AND CLARITAS INC. © 2004.

**Marketing Services Branch**